

The world's most celebrated Custom Shop brings you America's musical roots . . . with today's leading-edge technology.



Ask your
Valley Arts
dealer for
details!

If you're looking for the
ultimate Custom Shop
creation, nothing else
even comes close.

Samick Music Corp., 18521 Railroad St., City of Industry, CA 91748 818-964-4700

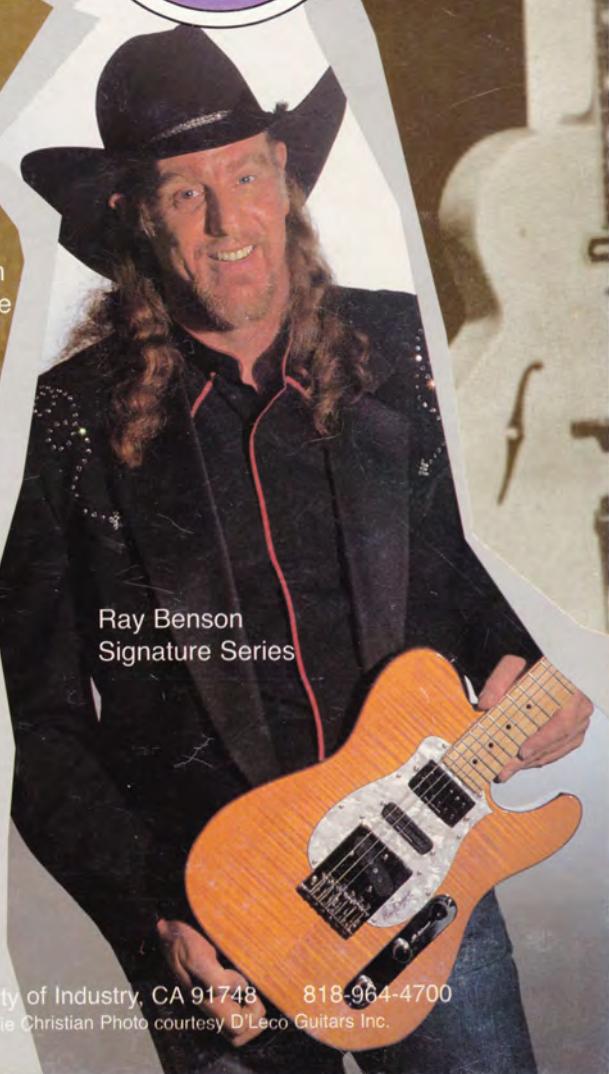
Robert Johnson Photo © Mimosa Records Prod. - Charlie Christian Photo courtesy D'Leco Guitars Inc.



Blues Saraceno
TV Twenty Limited



Charlie Christian
Commemorative



Ray Benson
Signature Series



Robert Johnson
Commemorative

World-Class

A Partial Listing of Our Source and Distribution Points Throughout the World



The History of Valley Arts

In 1967, the folks from Valley Arts music store first hung their shingle in the San Fernando Valley. They quickly established the enviable reputation as a leader in guitar repair and modification. Before long, they began creating one-of-a-kind instruments for some of the top studio musicians in the L.A. area. The word quickly spread about these Hollywood "gurus" who, unlike the big, conglomerate guitar companies, were actually *listening* to musicians and meticulously hand-crafting instruments to fit their individual style of playing. Valley Arts became the ultimate axe, with money no object, for the cream of the Hollywood music scene.

Back in 1993, Valley Arts teamed up with Samick Music, the world's largest manufacturer of musical instruments. Their years of hard work and dedication to quality finally paid off when they moved their Custom Shop to Industry, California and created a whole new line of instruments, while continuing to create one-of-a-kind custom guitars for the world's leading players.

New Zealand



Interlock® Neck Joint
Gives you the sustain qualities of a set-neck with the serviceability of a bolt-on.

Birds-eye Maple

This rare, incredibly stable wood makes for a gorgeous neck and is used on all Custom Pros.

Swamp Ash

In addition to the great tone, our Swamp Ash has a beautiful "vanilla fudge swirl" grain pattern to it.



Quilted Maple

Quite possibly the most beautiful wood on the planet (and certainly one of the most expensive), Valley Arts makes Quilted Maple available as either a top laminate or as a complete solid piece for the entire body.

ML2 Tuned Resonance™

Actually redistributes and "corrects" the body density. The result is a balance of all string volume and a richer, more powerful sounding guitar.

We Start from "Scratch"

Many custom shops use pre-fabricated bodies and necks. Not so with Valley Arts. Because of Samick's global manufacturing, we now have access to the world's largest stock of raw wood. Every Custom Pro body and neck is hand-sawn and shaped "from scratch" using solid planks of the finest woods from around the world.

Original Concepts

Valley Arts is now the Research & Development center for the world's largest guitar maker. This means trend-setting starts right here. When you buy a Valley Arts, you get the most current technologies.

Quality



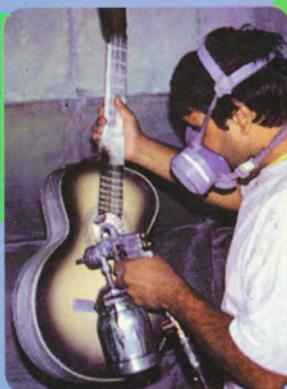
Lifetime to 10-Year Transferrable Warranty

We not only offer a Lifetime Warranty, but you also have the option to offer an additional 10 years of coverage if you should ever want to transfer ownership to another party.



Attention to Detail

Finished assembly of all Valley Arts guitars has been called "second to none". Every Custom Pro is personally signed by its maker, and a separate checklist is also initialed by each luthier every step of the way.



Incredible Finishes!

As a small custom shop, we work together very closely and constantly seek to inspire one another to higher excellence in our respective positions. In an effort to create new and exciting colors that complemented our new direction, we looked to the head of the Valley Arts paint shop team to create new and unique colors. The result: The "Marteen" series found throughout this catalog.



Complete Woodshop

Many custom shops "farm out" various parts. Not so with Valley Arts. From original templates to finished fabrication, our wood shop is equipped to design and manufacturer anything you desire.



Over a Century of Experience

The Valley Arts team combines over 133 years of experience in building "one-of-a-kind" instruments for the world's elite.

Russia

Introduction

Designing an instrument of creation is no small task. The ultimate combination of wood, steel and inspiration is nothing less than an art. At Valley Arts, we have worked for almost 30 years to maintain the current state-of-the-evolution of art and inspiration. Our quest is simple: To blend vintage values with leading-edge technologies. The result is what you see before you and what you are about to uncover.

From small beginnings to world-wide acceptance, Valley Arts guitars have set new standards for excellence. As you peruse this catalog, notice the woods, the colors, the technologies, the art. And remember, there is no substitute for excellence. This is the finest line of instruments with technologies found nowhere else in the world.

This is hand-crafted art.



Quality Hardware

First-class components including pickups by Seymour Duncan and EMG, bridges by 2Tek, Trevor Wilkinson and Floyd Rose, tuners by Gotoh, Grover and Kluson and strings by GHS.

CALIFORNIA PRO SERIES

7R, 7RS, 7M, 7MS

When Valley Arts was first introduced, we obtained instant identification with our distinctive Valley Arts body logo. We also became known for our use of 24 fret necks with a 24 3/4" scale length. We've chosen to preserve our roots and include these trademarks in our introductory Cal Pro models.

The 7RS and 7MS utilize a stop-tailpiece for that solid tone and sustain which is necessary for playing both yesterday's and today's music. The 7R and 7M come with a vintage tremolo.

For added versatility, the humbucker pickup is automatically split for single coil performance when the 5-way selector switch is placed in the 4th position.

Stop-Tailpiece

7MS

Same features as the 7RS but with a maple fingerboard.

Black

Black

SPECIFICATIONS • 7MS, 7RS

Body: 2-Piece Alder
Heel: 4-bolt
Neck: Quarter-sawn Rock Maple
Fingerboard: Rosewood or Maple
Markers: Abalone dot
Frets, Scale: 24, 24 3/4"
Pickups..... S/S/H Duncan-Designed
Selector: 5-way Switch (4th position split)
Controls: 1 Volume, 1 Tone
Pickguard: Tortex Shell or White
Bridge: Stop-Tailpiece
Tuners: Die-cast 6-in-line
Hardware: Gold
Colors: Black, White, Burgundy Red
Candy Red, Hunter Green
Other: Wilkinson Key Spacers



White

7M

Same features as the 7R but with a maple fingerboard on a quarter-sawn maple neck.

7R

With rosewood fingerboard on a quarter-sawn maple neck.

7M

Same features as the 7R but with a maple fingerboard on a quarter-sawn maple neck.



Vintage Trem

We looked long and hard for the finest vintage vibrato bridge on the market. Our search ended with this Wilkinson tremolo.

Express yourself!

Burgundy Red

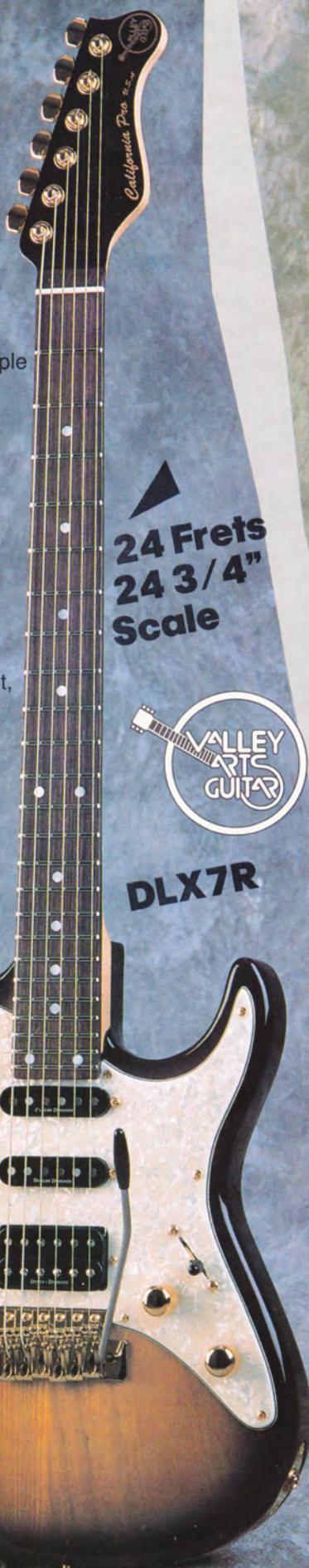
CALIFORNIA PRO SERIES

DLX7, DLX8

An instant classic featuring a hand selected, book-matched, light weight Swamp Ash body. Couple this with gold hardware and a pearl pickguard (and back plate) and you have the ultimate in looks, style and sound.

SPECIFICATIONS • DLX7 Series

Body:2-Piece Swamp Ash
 Heel:4-bolt Scarf-Joint™
 Neck:Quartersawn Hard Rock Maple
 Fingerboard:....Rosewood or Maple
 Markers:Abalone Dot
 Frets, Scale:24, 24 3/4"
 Pickups.....S/S/H Duncan-Designed
 Selector:5-way Switch
 Controls:1 Volume, 1 Tone
 Pickguard:Pearloid
 Bridge:Wilkinson Vintage Vibrato
 Tuners:Die-cast 6-in-line
 Hardware:.....Gold
 Colors:Marteen Gold, "Purpleteen",
 "Orangeteen", Antique Burst,
 Trans White, Trans Red,
 Fireburst, Black, White,
 Burgundy Red
 Other:Wilkinson Key spacers



22 Frets,
 25 1/2" Scale

Valley Arts has been "traditionally" known as a 24 fret, 24 3/4" scale guitar company. But there is a sound and a feel that comes out of a longer, 22 Fret, 25 1/2" scale guitar that is unique and necessary to a lot of players today. Enter the Deluxe 8 series featuring a little bit larger body than

the 7 series.



With rosewood finger-
 board on a quarter-sawn
 maple neck.

Same as the DLX 8R
 with a Maple fingerboard
 on a quarter sawn maple
 neck.

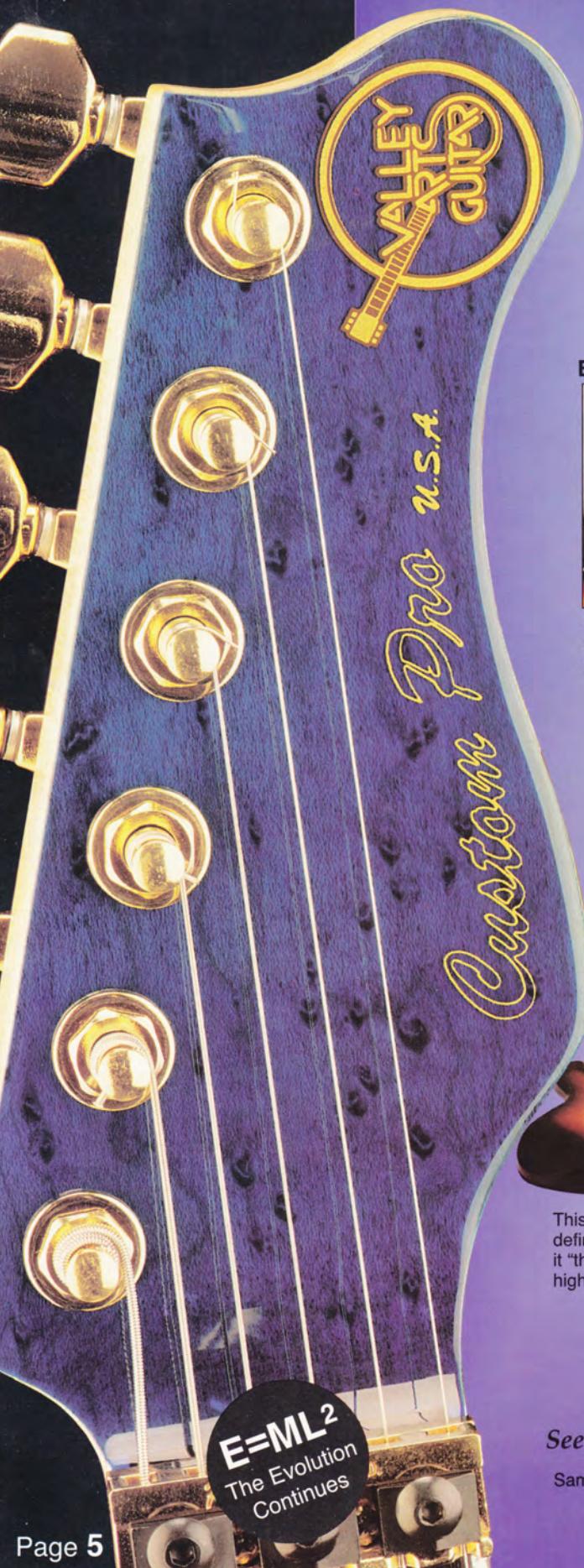


Same features and
 colors as the DLX7R with
 a maple fingerboard.

SPECIFICATIONS • DLX8 Series

Body:2-Piece Swamp Ash
 Heel:4-bolt Scarf-Joint™
 Neck:Quarter-sawn Hard Rock Maple
 Fingerboard:....Rosewood or Maple
 Markers:Abalone dot
 Frets, Scale:22, 25 1/2"
 Pickguard:Vintage Pearloid
 Pickups.....S/S/S Duncan-Designed
 Selector:5-way Switch
 Controls:1 Volume, 1 Tone
 Bridge:Wilkinson vintage vibrato
 Tuners:Die-cast 6-in-line
 Hardware:.....Gold
 Colors:Marteen Gold, "Purpleteen",
 "Orangeteen", Antique Burst,
 Trans White, Trans Red,
 Fireburst, Black, White,
 Burgundy Red
 Other:Wilkinson Key spacers

THE BALANCE OF POWER



E=ML²
The Evolution
Continues

There are plenty of "custom shop" builders who can make exotic guitars . . . and there are even more who can sell them at a high price. Only Valley Arts balances the world's most prestigious craftsmanship with ground-breaking performance features that literally establishes a new industry standard.

Here are two examples of this leading-edge technology:

1. Interlock® Technology

Set-in Neck



Bolt-on Neck



This kind of neck can be easily removed if necessary but . . . bolting the neck to the body can sacrifice sustain.

Valley Arts • The Perfect Balance

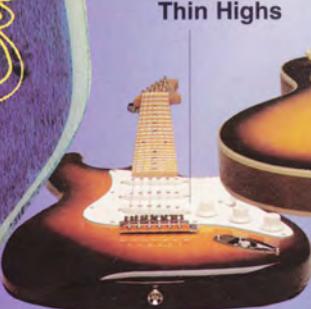


The Valley Arts Interlock® neck/body juncture gives you the sustain qualities of a set-neck, with the serviceability of a bolt-on.

2. ML² Tuned Resonance™ Technology

This design is known for its fat tonal character but . . . it loses crisp definition on the lower strings (gets kinda muddy).

Muddy Lows



This design is known for its defined tone but . . . it "thins out" as you play higher up the neck.



Valley Arts • The Perfect Balance

Valley Arts Patented ML² Resonance Technology™ gives you the best of both worlds; fat, succulent highs and crisp, punchy lows without the compromise.

See your Valley Arts Dealer. The Balance of Power can be Yours!

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